



Attorney's Docket No.: 12587-020001 01330-00US

8/Response (AF)  
08-04-03 3600  
S. Ellis

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Dull et al. Art Unit : 3623  
Serial No. : 09/909,955 Examiner : Romain Jeanty  
Filed : July 20, 2001  
Title : PROVIDING MARKETING DECISION SUPPORT

**MAIL STOP AF**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

REPLY TO ACTION OF MAY 23, 2003

REMARKS

RECEIVED  
SEP 02 2003  
GROUP 3600

Claims 1-37 are pending.

In view of the following remarks, the applicant respectfully requests withdrawal of each of the rejections and allowance of the application.

The office action has maintained the rejection of claims 1-37 under 35 U.S.C. § 103(a) as being unpatentable over International Application No. (PCT/US99/10565 ("the '096 Publication")) in view of U.S. Patent No. 5,041,972 ("Frost").

The Examiner acknowledges that '096 publication does not disclose producing marketing analytics and presenting the marketing analytics but argues that these features are disclosed by Frost. The Examiner's position is that it would have been obvious to a person of skill in the art to modify the system disclosed in the '096 publication with the teachings of Frost "in order to allow customers to make intelligence decisions and take timely actions to achieve business goals." We submit however that applicants' independent claims require more than that.

CERTIFICATE OF MAILING BY FIRST CLASS MAIL

I hereby certify under 37 CFR §1.8(a) that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage on the date indicated below and is addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

August 25, 2003

Date of Deposit

*Patricia F. Suchanek*  
Signature

Patricia F. Suchanek

Typed or Printed Name of Person Signing Certificate